

YOUNG AND RESTLESS 44%



Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional / technical occupations, as well as sales and office / administrative support roles. The young, on-the-go population's median age is 28.9. 56% are White; however, an above average representation of Blacks, Hispanics, and Asians live in these neighborhoods. The median household income is \$36,000. These residents are not established, but striving to get ahead and improve themselves. The **Young and Restless** are nearly all renters; with nearly 90% living in multi-unit apartments. 53% of these households are either single person or shared. This highly mobile market changes addresses frequently; almost 1 in 5 residents move each year. This is nearly the youngest Tapestry Segment; almost half the householders are under age 35 and the median age is 29.4. They are educated; 36% aged 25 years or older hold a bachelor's or graduate degree; 67% have attended college. They like to be the first to try new products but prefer to do research before buying the latest electronics. These careful shoppers are aware of prices and demonstrate little brand loyalty. Most of their information comes from the Internet, and TV rather than traditional media. No landline telephone for the majority of households, preferring a cell phone only. They use their phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information. They frequently access Twitter, Instagram, Facebook, and eBay. They listen to blues, jazz, rap, hip hop, and dance music. While the **Young and Restless** may purchase natural and organic food, they also frequent fast food restaurants.



BARRIOS URBANOS 3.2%

Family is the central theme within these diverse communities. **Barrios Urbanos** neighborhoods have a median age of 29.3. Hispanics make up more than 70% of residents. More than one in four is foreign born, bringing rich cultural traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. Average household size is 3.59 persons. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. The median household income is \$36,000. Nearly one in four households is below the poverty level. While most live in single-family homes, almost 10% reside in mobile home parks. Most are older homes, more than 60% built between 1959 and 1989. Homeownership is 61% with a median home value of \$92,000. Most households have one or two vehicles; many commuters carpool or walk to work. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors. **Barrios Urbanos** residents shop at discount department stores for baby and children's products. Many households subscribe to satellite television to watch their favorite Hispanic teams.

COLLEGE TOWNS 40.4%



About half the residents of **College Towns** are enrolled in college, while the rest work for a college or businesses which support it. With a median age of 24.3, **College Towns** represents one of the youngest Tapestry Segment. 42% share housing with one or more roommates. Over 75% of the households are renter occupied. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. The median household income is \$28,000. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. They own a laptop and a portable MP3 player. This digitally-engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. **College Towns** are all about new experiences, and residents seek out variety and adventure in their lives. Popular activities include backpacking, yoga / pilates, and Frisbee. They go out to the movies and for drinks. This segment is bike and pedestrian friendly. They prefer environmentally-friendly products and vehicles that get good gas mileage. They feel anything that can be done online is easier than in person.



DORMS TO DIPLOMAS 12.4%

On their own for the first time, **Dorms to Diplomas** residents are just learning about finance and cooking. With a median age of 21.5, **Dorms to Diplomas** residents are college students who are the youngest of the Tapestry segments. 79% of the residents are enrolled in a college or university. Ethnic diversity is slightly lower in this segment compared to the United States. They live alone or with roommates; and average household size is 2.2 persons. 91% of **Dorms to Diplomas** are renters, and 80% of the housing is provided in multi-unit apartments. With limited parking on campus, many walk, bike, or carpool to class. Vehicles are just a means of transportation – economy and environmental impact factors in purchases; used or imported subcompact cars are a popular choice. Shopping trips are sporadic, and preferences for products are still being established. Median household income is \$17,000. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They're very active, participating in many sports, especially yoga. They are looking to learn life lessons inside and outside the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

SOURCE

ESRI Tapestry Segmentation, 2012 esri.com/tapestry

ESRI's Tapestry Segmentation divides U.S. residential areas into 65 distinct segments based on socioeconomic and demographic characteristics to provide accurate, detailed descriptions of U.S. neighborhoods.

